Feder Wash Appro 3060 FCC	ral Communications Commis ington, DC 20554 oved by OMB -0754	g Report	2010	Update Local	Check Dam	File Form 398 Help
<u>1.</u> Ca	see Information - (click to half like to hal		State Missouri	Community o	f License County St. Louis	Zip Code
0	Network Affiliation CBS Independent	Nielsen DMA			World Wide Web H (if applicable)	Home Page Address
Analo Non- Spon	cility ID Number 20034 20 Core Programming - (clice Core Educational and Inform Sored Core Programming - (clice al Core Programming - (clice Core Prog	national Programmi click to show section to hide section)	ng - (click to		License Renewal E	expiration Date (mm/dd/yyyy)
<u>7.</u> a.	State the average number its main program stream.	<u>Clear Section</u> of hours of Core Pr	ogramming p	er week broad	cast by the station	on 3
b.	Did the Licensee broadcast Programming provided on i		program stre	eam the same (Children's Core	O Yes ⊙ No
c.	If 'Yes' to 7b, the Licensee provided with respect to its stream.					
	If 'No' to 7c, submit as an exhibit when you file Form					t this
<u>8.</u> a.	State the average number broadcast by the station or				ideo programming	168
b.	State the average number other than its main program				cast by the station	on 3
<u>9.</u> a.	Does the Licensee provide including an indication of the by 47 C.F.R Section 73.673	ne target child audi		_		• Yes O No
b.	Identify publishers who we	re sent information	in 9.a.			
	The CBS Television Network provides information identifying t the following publishers of program guides: TV Guide, TV Ost identifying the core programs including an indication of the tal Services, Belliville News Democrat, Alton Telegraph, Cahokia De Publication, East St. Louis Monitor, St. Louis Post-Dispatch, St	a Technologies, Tribune Media Services, and K get child audience, to the following publishers upo Herald, The Daily Standard, Clay county F	idsnet Media Guide and News. k of program guides: TV Guide, teporter, Hillsboro Journal, Forre	MOV-TV also provides information TV Data Technologies, Tribune Medi est Park Community College, Health	a	
<u>10.</u>	Complete the following for of Core Programming. Con				nree months that m	neets the definition
	Program 1 <u>Clear</u>					
	Prograi Data	<u> </u>	<u>Delete</u> <u>Program</u>			
	Title of Program 1			Origin	ation	

At The Zoo (4.1)			(MANAGEMENT)	Local	
Days / Times Pro Scheduled	ogram Regularly		mes aired at ly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Saturdays 10am		13		1 Create	
Length of Progra	ım	30	minutes		
Age of Target Cl	nild Audience	13	years to 16	years	
Describe the edu Programming.	ucational and information	onal obj	ective of the progra	m and how it n	neets the definition of Core
Louis Zoo. They talk about	s Zoo President, Dr. Jeffrey Bonner are the each species at the zoo, relaying factual in e conservation, breeding programs, specie rpose, and otherwise meets the definition	nformation that s survival pro	at shows what it takes to care for, fe grams and zoo management. This pi	ed and maintain the illestyle ogram has educating and i	e or each
Does the Licens	ee identify the program	n by disp	playing throughout t	he program the	e symbol E/I? • Yes O No
Program 2					
?	<u>Clear</u> <u>Program</u> <u>Data</u>	2	<u>Delete</u> <u>Program</u>		
Title of Program	2			Origination	
BUSYTOWN MYSTERIES	- I (4.1)			Network	76
Days / Times Pr Scheduled	ogram Regularly		imes aired at rly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report Use
Saturdays 11am		7]	Add and Dele	te
Length of Progra	am	30	minutes	Buttons Below	
Age of Target C		3	years to 7	years	
Describe the ed Programming.	ucational and informati	onal obj	jective of the progra	im and how it i	meets the definition of Core
twist. Children can follow classic viewers problem solving abilities,	best-selling children's author Richard Scarry, Busytt characters such as Huckle, Sally and Lowly as they s as the characters use their skills of observation to c nocepts that are part of the episode's overall theme. ficant purpose, and otherwise meets the definition of	cour Busytown of collect facts, draw This program is	inferences from those facts, and ultimately re specifically designed to further the educations	each conclusions. Each episode a	lso develops
Does the Licens	see identify the progran	n by dis	playing throughout t	the program th	e symbol E/I? • Yes O No
Preemption Info	ormation				
BUSYTOWN MY	STERIES - I (4.1)				
Total Times Aire		otions fo	or other than Breakin	ng Numbe Resche	er of Preemptions eduled
13	6			6	
* Total Times A	Aired is total times aired	d at reg	ularly scheduled tim	e plus Number	of Preemptions Rescheduled.
	Preemption Reports				
	BUSYTOWN MYSTERIES	5 - I (4.	1) - Preemption Rep	port 1	Clear Delete
	Date Preempted / Epise Number		f rescheduled, Date Rescheduled	and Time	Is the rescheduled date the second home?
the province of the second sec	1/23/10		same day at 9am		⊙ Yes ○ No
	If rescheduled, were public of rescheduled of			notify the	⊙ Yes ○ No
	Reason for Preemption				
	O Public Interest O S	Sports C	Non-breaking New	s O Other	

BUSYTOWN MYSTERIES - I (4.1) - Preemption Report 2	Clear Delete
Date Preempted / Episode If rescheduled, Date and Time Rescheduled	Is the rescheduled date the second home?
2/20/10 same day at 9am	⊙ Yes ○ No
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time? Reason for Preemption O Public Interest O Sports O Non-breaking News O Other	⊙ Yes ○ No
 O Public Interest & Sports O Non-breaking News O Other	Clean
BUSYTOWN MYSTERIES - I (4.1) - Preemption Report 3	Data Delete
Date Preempted / Episode If rescheduled, Date and Time Rescheduled	Is the rescheduled date the second home?
2/27/10 same day at 9am	⊙ Yes ○ No
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time? Reason for Preemption O Public Interest O Sports O Non-breaking News O Other	⊙ Yes ○ No
BUSYTOWN MYSTERIES - I (4.1) - Preemption Report 4	Clear Delete
Date Preempted / Episode If rescheduled, Date and Time Rescheduled	Is the rescheduled date the second home?
3/6/10 same day at 9am	⊙ Yes ○ No
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time? Reason for Preemption O Public Interest O Sports O Non-breaking News O Other	⊙ Yes ○ No
BUSYTOWN MYSTERIES - I (4.1) - Preemption Report 5	Clear Delete
Date Preempted / Episode If rescheduled, Date and Time Number Rescheduled	Is the rescheduled date the second home?
3/13/10 same day at 9am	⊙ Yes ○ No
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time? Reason for Preemption O Public Interest O Sports O Non-breaking News O Other	⊙ Yes ○ No
BUSYTOWN MYSTERIES - I (4.1) - Preemption Report 6	Clear Delete
Date Preempted / Episode If rescheduled, Date and Time Rescheduled	Is the rescheduled date the second home?
3/20/10 · same day at 9am	⊙ Yes ○ No
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?	⊙ Yes O No
Reason for Preemption	
O Public Interest O Sports O Non-breaking News O Other	

Program 3

[2]	<u>Clear</u> <u>Program</u>	?	<u>Delete</u> Program		
Title of Program 3	<u>Data</u>			Origination	
NOONBORY AND THE SUP				Network	
Days / Times Prog Scheduled			times aired at arly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Saturdays 9:30am		13		O Create	
Length of Prograr	n	30	minutes	_	
Age of Target Chi	ld Audience	3	years to 6	years	and the definition of Coro
Describe the educe Programming.	cational and informa	ational o	bjective of the prog	ram and now it	meets the definition of Core
together as a team. On an episode b demonstrate how taking greedy, self pro-social behaviors including helpfu	y episode basis, the borys highlight instance ish and deceptive actions leads to problems	. Major educationa assion and leaders	esent dynamic forms of the five senses, and to, cooperation and leadership result in suce a lobjectives of the program include: encourable; teaching viewers to critically assess and afficially designed to further the educational arg g as specified in the Commission's rules.	ging viewers to develop positive po	ersonal qualities and ills; and aiding
Does the License	e identify the progr	am by d	isplaying throughou	t the program t	the symbol E/I? •• Yes O No
Program 4	12.				
2	<u>Clear</u> <u>Program</u> Data		<u>Delete</u> <u>Program</u>		
Title of Program				Origination	
SABRINA: THE ANIMA	FED SERIES (4.1)			Network	I
Days / Times Pro	aram Regularly	Total	I times aired at	Number of	If preempted, complete Digital
Scheduled	gram regularly		larly scheduled time		- 1 10000
		12	_	Add and De	Use
Saturdays 10:30am				Buttons Belo	
Length of Progra	m	30	minutes		
Age of Target Ch	ild Audience	7	years to 12	years	
Describe the edu Programming.	cational and inform	ational o	objective of the prog	gram and how i	t meets the definition of Core
must be kept a secret and a all serve as educational and	Iso under control. While Sabrina is instructional life-lessons for viewer	not your typica s, as they refle the educationa	lolescent girl who is part human and al girl, the familial, social, peer-grou ct many of the same learning experi al and informational needs of childre as specified in the Commission's rule	ences and teenage challeng n, has educating and inform	es faced by
					the symbol F/I? • Yes O No
		ram by c	displaying unoughou	it the program	the symbol E/I? • Yes • No
Preemption Info		4.45			
	NIMATED SERIES (for other than Brea	kina Num	ber of Preemptions
Total Times Aire *	News	приопѕ	TOI Other than brea	Resc	heduled
13	1			in a mina Numb	or of Prograntions Pescheduled
		ired at re	egularly scheduled t	ime pius Nurrib	er of Preemptions Rescheduled.
Add-> 0 P	reemption Reports		- upopulous	LOCATION CONTRACTOR AND ASSESSMENT	Clear Delete
	SABRINA: THE ANIM	TATED S	ERIES (4.1) - Preen	ption Report 1	Data Delete
	Date Preempted / E _l Number	pisode	If rescheduled, Da Rescheduled	te and Time	Is the rescheduled date the second home?
	3/13/10		Same day at 8:30am		⊙ Yes ○ No
	f rescheduled, were	e promot	cional efforts made t	to notify the	⊙ Yes ○ No

	public of reschedule	d date an	id time?		
1.075 Automotio 1500 is.	Reason for Preempti	on			
	O Public Interest ©	Sports	O Non-breaking New	s O Other	
Program 5					
?	<u>Clear</u> <u>Program</u> Data	?	<u>Delete</u> <u>Program</u>		
Title of Prograi				Origination	
BUSYTOWN MYSTERIA				Network	
Days / Times F Scheduled	Program Regularly		times aired at arly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Sundays 7am		13		O Create	
Length of Prog	ram	30	minutes		_
Age of Target	Child Audience	3	years to 7	years	
Describe the expression of the Programming.	ducational and inform	ational o	bjective of the progra	am and how it i	meets the definition of Core
twist. Children can follow class viewers' problem solving abiliti vocabulary through words and	of best-selling children's author Richard Scarry, ic characters such as Huckle, Sally and Lowly as es, as the characters use their skills of observati concepts that are part of the episode's overall the inificant purpose, and otherwise meets the defini	they scour Busytown on to collect facts, d eme. This program	n on fun-filled adventures looking for answers to raw inferences from those facts, and ultimately is specifically designed to further the education	o life's puzzles. Each episode focus reach conclusions. Each episode a	es on fostering Iso develops
Does the Licen	see identify the progr	am by di	isplaying throughout	the program th	e symbol E/I? • Yes O No
Program 6					
2	<u>Clear</u> <u>Program</u> Data	2	<u>Delete</u> <u>Program</u>		
Title of Program				Origination	
NOONBORY AND THE	SUPER SEVEN - II (4.1)			Network	
Days / Times P Scheduled	rogram Regularly		times aired at arly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Sundays 7:30am		13		O Cresto	
Length of Progi		30	minutes		
Age of Target (3	years to 6	years	
Programming.	ducational and inform	ational ol	ojective of the progra	am and how it r	neets the definition of Core
together as a team. On an episo demonstrate how taking greedy pro-social behaviors including h viewers to accept and appreciat	follows the adventures of a team of animated chode by episode basis, the borys highlight instance, selfish and deceptive actions leads to problems elpfulness, kindness, generosity, initiative, competencies and differences in others. The competencies and differences in others of the propose, and otherwise meets the definition of the competencies and differences in others.	es in which assistance. Major educational assion and leadershins program is specif	ce, cooperation and leadership result in success, objectives of the program include: encouraging ip; teaching viewers to critically assess and valu- fically designed to further the educational and in	, while a group of mischief makers, g viewers to develop positive person le their own capabilities and skills:	called Gurys, and qualities and
Does the Licens	see identify the progr	am by di	splaying throughout t	the program the	e symbol E/I? • Yes O No
Program 7					
?	<u>Clear</u> <u>Program</u> Data		<u>Delete</u> <u>Program</u>		
Title of Progran	December 1980			Origination	
At The Zoo (4.2)				Local	
Days / Times P Scheduled	rogram Regularly		times aired at arly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Sundays at 8am, 8:3	30am, 9am, 9:30am 10am, 10:30	78		O Create	
Length of Progr	am	30	minutes		
Age of Target C		13	years to 16	years	
Describe the ec Programming.	lucational and informa	ational ob	pjective of the progra	m and how it n	neets the definition of Core

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes ○ No and I empty Program Reports 11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting Yes

No the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.) Non-Core Educational and Informational Programming - (click to show section) Sponsored Core Programming - (click to show section) Other Matters - (click to hide section) 14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels. Program 1 Clear Delete Program **Program** Data Title of Program 1 Origination At The Zoo(4.1) Local Days / Times Program Regularly Total times to be Length of Scheduled aired Program Age of Target Child Audience Saturdays 10am 13 30 minutes 13 years to 16 years Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital Program 2 Clear Delete **Program** Program Data Title of Program 2 Origination BUSYTOWN MYSTERIES - I(4.1) Network

Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specified in or turner the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Digital

aired

13

Program 3

Scheduled

Saturdays 9:30am

Programming.

2

Days / Times Program Regularly

<u>Clear</u> Program Data

?

<u>Delete</u> <u>Program</u>

Total times to be Length of

Describe the educational and informational objective of the program and how it meets the definition of Core

Program

minutes 3

Age of Target Child Audience

years to 7

Title of Program 3	}		Origination	
NOONBORY AND THE SUPE	ER SEVEN - I(4.1)		Network	
Days / Times Prog Scheduled	gram Regularly	Total times to be aired	e Length of Program	Age of Target Child Audience
Saturdays 11am		13	30 minutes	years to 6 years
Describe the educ Programming.	ational and informat	tional objective of		ow it meets the definition of Core
demonstrate how taking greedy, selfisl pro-social behaviors including helpfulni viewers to accept and appreciate the or	s the adventures of a team of animated characepisode basis, the borys highlight instances in and deceptive actions leads to problems. Mess, kindness, openersity, initiative, compassi ompetencies and differences in others. This pose, and otherwise meets the definition of Coose, and otherwise meets the definition of Co	Major educational objectives of the programs and leadership; teaching viewers to compare the programs of the p	rship result in success, while a group of mi m include: encouraging viewers to develop itically assess and value their own capabili	ischief måkers, called Gurys, positive personal qualities and
Program 4				
?	<u>Clear</u> <u>Program</u> Data	<u>Delete</u> <u>Program</u>		
Title of Program 4			Origination	
SABRINA: THE ANIMATE	D SERIES - I(4.1)	7	Network	
Days / Times Prog	ram Regularly	Total times to be		
Scheduled		aired	Program	Age of Target Child Audience
Sundays 7am		13	30 minutes	years to 12 years
Describe the education Programming.	ational and informati	ional objective of t	the program and ho	ow it meets the definition of Core
all serve as educational and inst children today. This program is	involves the adventures of a moder under control. While Sabrina is not a tructional life-lessons for viewers, as specifically designed to further the ise meets the definition of Core Prog	s they reflect many of the same le	al, peer-group, and school-related arning experiences and teenage cl	issues she experiences
Program 5				
	Clear	D 1 1		
?	Program [instance Data	<u>Delete</u> <u>Program</u>		
Title of Program 5			Origination	
SABRINA: THE ANIMATED	SERIES - II(4.1)		Network	
Days / Times Progr Scheduled	ram Regularly	Total times to be aired	Length of Program	Age of Target Child Audience
Sundays 7:30am		13	30 minutes	7 vears to 12 vears
Describe the educa Programming.	tional and information	onal objective of t	he program and ho	ow it meets the definition of Core
all serve as educational and instr children today. This program is	involves the adventures of a modern inder control. While Sabrina is not ye ructional life-lessons for viewers, as t specifically designed to further the event se meets the definition of Core Progra	they reflect many of the same lea	I, peer-group, and school-related in arning experiences and teenage ch	ssues she experiences
Program 6				
2	<u>Clear</u> <u>Program</u> Data	<u>Delete</u> <u>Program</u>		
Title of Program 6			Origination	
Strawberry Shortcake(4	.1)		Network	
Days / Times Progra	am Regularly	Total times to be aired		Ago of Toward Child A
Saturdays 10:30am		13	Program 30 minutes	Age of Target Child Audience
Describe the educate Programming.	tional and informatio		iiiiiaccs	years to 6 years wit meets the definition of Core
have particular relevance for young viewe	rious, self-confident leader, narrates stories o no share her values but not necessarily her ab rs, focusing on such issues as friendship, fear sitive and negative) consequences of their act	billy to take a proader view, to see beyon	d their own self-interest. The themes of the	ne stories are designed to

	Program 7								
	?	<u>Clear</u> <u>Program</u> Data	[2]	<u>Delete</u> <u>Program</u>					
	Title of Program 7				Origination				
	At The Zoo (4.2)				Local				
	Days / Times Prog Scheduled	ram Regularly	Total ti aired	mes to be		An	e of Target	Child Audience	
	Sundays at 8am, 8:30am,	9am, 9:30am 10am, 10:30)am 78	l		inutes 13			ears
	Describe the education Programming.	ational and inform	ational obj	ective of t	he program	and how	t meets the	definition of C	ore
	Kent Ehrhardt and St. Louis Zoo Louis Zoo. They talk about each animal. Other topics include cor children as a significant purpose	species at the 200, relaying fact servation, breeding programs, s	tual information tha	t shows what it tak	es to care for, feed a	and maintain the lif			
	1 empt	y Program Report	S					I	
<u>15.</u> D Pr	oes the Licensee pu rogramming Reports	blicize the exister (FCC 398) as red	nce and loc quired by 4	ation of th 7 C.F.R. S	e station's (ection 73.3!	Children's 526(e)(11)	Television (iii)?	⊙ Yes (oN C
<u>16.</u> C	hildren's Programm	ing Liaison Inform	ation						
N	ame					Telephone	Number (i	nclude area cod	le)
	Liz Mullen					314-444-332			
Α	ddress					Email Add	ress		
	One Memorial Drive					lmullen@kmc			
С	ity	State		Zip	Code				
S	St. Louis	Missouri		633					
int pla ed	clude any other con th the Children's Te formation on any ot an to air during the lucational and inforr d 3.	her non-core educ next quarter, or a	se this spac cational and any existing	ce for supp d informat a or propo	olemental ex ional progra sed non-bro	xplanations amming the	s). This ma at you aired	y include I this quarter or	r
	September 7, 2009, KMOV began								
То	clarify the channel number listed in	Question 1, KMOV operates on	RF Channel 24. Ch	annel 4 is its virtua	l channel, by which i	it is known to its vi	ewers.		
(U.S	LFUL FALSE STATEN DE, TITLE 18, SECTI DE, CODE, TITLE 47,	ON 1001), AND/O SECTION 312(a)(1	R REVOCA 1)), AND/O	TION OF A R FORFEIT	NY STATION URE (U.S. (N LICENSE CODE, TITI	OR CONST LE 47, SECT	RUCTION PERM FION 503).	
Delle	rtify that the staten ef, and are made in ne of Licensee	good faith.	cation are t			orrect to th	ne best of r	ny knowledge a	ind
				Sign	ature				
KMOV									
Date		•							
	2010								
Electror	nic Filing Operations								
	Check Data	Run <u>checks</u> to	look for da	ata errors.					

Reset data to last updated values.

Update data into this form (so that it can be saved locally with your browser's File/Save As command). This will allow you to restart this form in the future by using File/Open File.

Report to Pair Get a version of this FCC 398 Report for printing.

===> Get Online Filing System User's Manual

===> Get Official FCC 398 Instructions

FCC Form 398 March 2006